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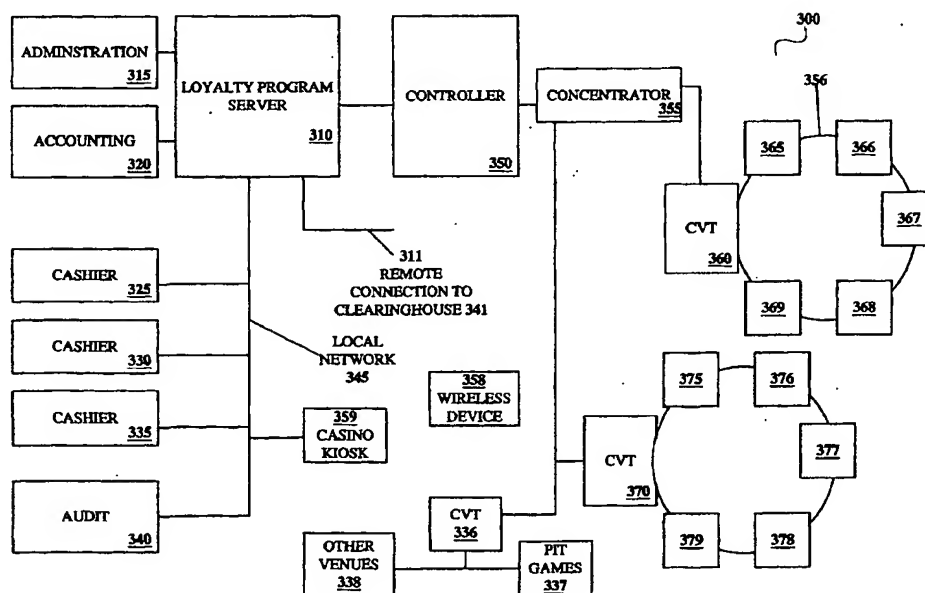
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(54) Title: FLEXIBLE LOYALTY POINTS PROGRAMS



(57) Abstract: A loyalty program transaction network (345) to be used in a casino or other venues (338). Loyalty points are issued to patrons of either gaming machines (365-369, 375-379) or table games (337). Loyalty points may be awarded to a player without the player first being identified to the network. The loyalty points may be stored on a loyalty point instrument such as printed tickets, magnetic-striped cards, room keys, portable wireless devices and may be redeemed at a casino kiosk (359), cashier (325, 330) or at the gaming machine (365-369, 375-379).